

# TLC Advisory Board

## *Amanda Cross*

Crosswise Consulting  
765-606-5654

[amanda@crosswiseconsulting.com](mailto:amanda@crosswiseconsulting.com)

Amanda Cross is the owner of Crosswise Consulting, experts in the processes and tools behind documentation, training, and any other written words companies create. When describing it to people she wants to impress, Amanda says “Crosswise Consulting helps companies to design and execute strategies that make the flow of their content across all departments and out to clients efficient and repeatable.”

This is true but it makes it sound a lot loftier than it really is. Most of the time, Crosswise team members are just busy writing anything and everything: user guides, training materials, blog posts, knowledgebase solutions, Wikipedia articles, and whatever else the client needs.

Before beginning Crosswise Consulting in 2012, Amanda had worked in the field of technical communication for over 10 years at various Indiana software companies. She developed a reputation for making the technical communication department central to the functioning of the company so it would be harder to outsource.

Amanda holds a BA in professional writing from Purdue University and an MBA from the Kelley School of Business. She is very interested in improving workplace opportunities for women, and not just because she is one herself.

## *Craig A. Edlin*

Sales Team Learning and Development Manager,  
ABB Electrification Products Division, US

[craig.a.edlin@us.abb.com](mailto:craig.a.edlin@us.abb.com)

Craig A. Edlin graduated from Valparaiso University with a Bachelor of Science degree in Mechanical Engineering and began his career in consultative sales and marketing of factory automation systems, software and services with the Allen-Bradley Company. He later was promoted to a series of management positions, including Branch Sales Manager and District Channel (Distribution) Manager. Later in his career, he obtained a Master’s degree in Industrial Distribution from Texas A&M University, and moved into the supply chain and industrial distribution industry as Supply Chain Systems Consultant with Bastian Material Handling. In 2011, he joined global industrial automation provider ABB where he first served as Regional Channel Manager, then District Sales Manager. He is presently Sales Team Learning and Development Manager for the ABB Electrification Products Division (EP) in the US. In his two areas of responsibility, Craig is responsible for overseeing the improvement in competency of their US sales force and he supervises a product training team.

Craig has served as adjunct faculty at the Purdue School of Engineering at Indiana University Purdue University Indianapolis (IUPUI) where he taught a Masters-level course in business logistics. He is also the author of a book on the subject of career management titled; *Practical Career Advice for a Turbulent Working World*. He frequently presents a companion workshop; Finding Peace in the Midst of Career Turbulence, to a variety of groups.

He and his wife have three grown children. They currently reside in Collierville, TN.

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## *Mike Fillbrunn*

**Rolls –Royce North America**

5816 Bluestem CT

Carmel, IN 46033

317-260-1446

[Michael.Fillbrunn@rolls-royce.com](mailto:Michael.Fillbrunn@rolls-royce.com)

A member of the aerospace industry for more than 20 years, Mike Fillbrunn joined Rolls-Royce in January, 1996. In his current role as Purchasing Customer Interface Manager for Rolls-Royce's Defense Sector, Mike is responsible for developing and driving key Defense Supply Chain initiatives throughout the Rolls-Royce supply chain. He has also served in project and program management roles with the company.

Previously, Mike worked in Drafting & Design for Pratt & Whitney in West Palm Beach, Florida. There he worked on several projects including the Space Shuttle Main Engine Turbo-Pump, RL10 Rocket Engine and upgrade kits for several legacy programs.

Mike attended Indiana University-Purdue University Indianapolis (IUPUI) and graduated with a B.S. from Purdue University in Computer Technology. He also holds CPSM and PSCMC supply chain certifications, and a Project Management Professional certification. Mike is working toward a Master's degree in Technology, Leadership and Innovation from Purdue University and expects to graduate in Spring, 2017. Mike and his wife Sally reside in Carmel, Indiana and enjoys golfing, travel and watching football in his spare time.

## *Joel Goodwin*

**Boldthink**

Partner & COO

55 Monument Circle #1225

Indianapolis, IN 46204

317-410-8923

[boldthinkcreative.com](http://boldthinkcreative.com)

[joel@boldthinkcreative.com](mailto:joel@boldthinkcreative.com)

[boldthink.com](http://boldthink.com)

[boldgearco.com](http://boldgearco.com)

Joel is an alumnus of the University of Indianapolis where he graduated Magna Cum Laude with a BLS with a science / psychology concentration. Joel spent nearly 20 years at Eli Lilly and Company, a fortune 500 pharmaceutical company in Indianapolis. His roles included 15 years as a Laboratory Biologist, finishing his career as a Consultant Biologist traveling to and overseeing contract manufacturing operations across the U.S., U.K. and Mexico. In 2010/ 2011 Joel also lent his expertise in microbiology as an Investigator / Contributor for a R01 Abstract for NIH grant submission for the Indiana School of Dentistry.

In 2015, he accepted a position as the Chief Operating Officer and Partner of BoldThink Marketing + Design company based in Indianapolis. BoldThink provides companies with brand consulting, strategic planning, design and marketing all centered on focusing on the company's *why*. His focus is on a wide range of internal and external responsibilities, including increasing efficiencies, internal strategic planning, managing projects, client debriefing and general operations.

Joel is married to Theresa and has two young sons. He spends his free time riding motorcycles, working out at a CrossFit gym, reading and explores downtown Indy with his family regularly.

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***Mandy Redmond***  
Director, Quality Assurance  
Sigma-Tau PharmaSource, Inc.  
[Mandy.Redmond@exeleadbiopharma.com](mailto:Mandy.Redmond@exeleadbiopharma.com)

Mandy Redmond is currently director of quality assurance for a local pharmaceutical company, Sigma-Tau PharmaSource. Mandy has over 20 years experience in the medical device and pharmaceutical industries, spanning technical publications, research and development, regulatory affairs, customer complaint handling, and quality systems management. Mandy holds a bachelor's degree in English, specializing in Journalism/ Technical Writing from IUPUI and a Masters of Business Administration, specializing in Global Management from the University of Phoenix. She is a senior member of the American Society for Quality and past president of the Hoosier Chapter of the Society for Technical Communication. She holds Quality Auditor and Manager of Quality/Organizational Excellence certifications from the American Society for Quality. Mandy also serves on the board of directors for a local 501(c) non-profit community association and was previously on the industrial advisory board for the IUPUI technical communication program.

***Danielle Riggs***  
Wurth Industry of North America  
1009 E Ridge Drive  
Greenfield, Indiana 46140  
317-219-9271  
C 651-425-1725  
[driggs@wurthindustry.com](mailto:driggs@wurthindustry.com)

Danielle Riggs has been in the import/export industry for 12+ years and is currently the Director of International Trade Compliance for Wurth Industry of North America. She is responsible for the import and export activities for eight fastener and safety product companies in the United States.

Danielle is a graduate of Michigan State University where she studied Early Childhood Development in her undergrad years and obtained her license to teach. Danielle spent four years teaching first grade before moving into the business world with the Wurth group. Danielle's first position with the Wurth Group was as a NAFTA clerk where she was responsible for coordinating the necessary documents for the movement of goods under the North American Free Trade Agreement. Danielle obtained her import broker's license in this position.

After five years, Danielle left the Wurth Group and started her own import/export consulting business for a short time before being hired on at Rolls-Royce in the export function. Danielle spent nearly 7 years with Rolls-Royce in various positions supporting the export function ensuring the compliant export of gas turbine engines, parts, components and technology to, and amongst, countries all around the world.

Danielle and her husband Gary reside in Greenfield, Indiana with their two children.

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*Juletta C. Toliver*

**IUPUI**

980 Indiana Ave, Suite 1156

Indianapolis, IN 46202

317-274-4009

[jtoliver@iupui.edu](mailto:jtoliver@iupui.edu)

<https://www.linkedin.com/in/juletta-toliver-1642604>

Juletta has served in several positions within the Finance and Administration portfolio at IUPUI during her 28 years of tenure. She was recently appointed Senior Human Resources Director/Director of Financial Services, prior to that she was Interim Assistant Vice Chancellor for Human Resources and Director of Financial Services which includes Payroll, Capital Assets, Accounts Receivables and Surplus. Juletta received her master's in Organizational Leadership from Purdue University.

Juletta is a member of the Indiana Chapter of CUPA HR and recently served as a board member of Indiana Association of College and University Business Officers (IACUBO). She volunteers for various organizations in the community; including Habitat for Humanity and Indy Reads.

*William D. Winget*

**Retired from Raytheon**

350 4<sup>th</sup> Court West

Carmel, IN 46033

317-966-7361

[Blinget@indy.rr.com](mailto:Blinget@indy.rr.com)

Mr. William D. Winget retired from Raytheon in 2013 after 35 years of service with Hughes Aircraft Company and Raytheon. He has held positions in engineering design, engineering management, program management, business development, process improvement, and operations. His most recent position was Director of Engineering Operations for Raytheon Technical Services Company, reporting to the VP of Engineering, Technology and Field Operations. He was responsible for engineering process improvement, training, career development, workforce management, metrics, and other operations related tasks for over 5,000 employees across the U.S. and around the world. Mr. Winget is currently a part time Senior Consultant with Cooliemon LLC, helping businesses and government agencies implement process improvements. He has an MBA from the UCLA Anderson School of Management and a BS in Electronics Engineering from the California State Polytechnic University, Pomona. He is also a Certified Six Sigma Black Belt.

Mr. Winget is currently serving as the President and Chairman of the Board of the Indianapolis Fencing Club, a non-profit corporation that supports the sport of fencing in the greater Indianapolis area.

# TLC Advisory Board

*Katie Witkowski*

**hc1.com**

6100 Technology Center Dr.

Indianapolis, IN 46278

317-354-7921

[kwitkowski@hc1.com](mailto:kwitkowski@hc1.com)

Katie Witkowski serves as the Senior Marketing Manager at [hc1.com](http://hc1.com), a cloud-based, software company focusing on improving the patient experience in the healthcare industry. Katie manages the marketing team and assumes responsibility for generating leads for the sales team, overseeing a webinar series and managing the company's engagement at more than a dozen conferences annually.

Prior to her current role, Katie served as the Senior Client Success Manager at [hc1.com](http://hc1.com) with responsibilities for managing the activation process for onboarding new clients. Previously, Katie worked for AIT Laboratories in various marketing and sales roles including: Sales and Marketing Product Specialist, Inside Sales Manager and Marketing Analyst. Under her leadership at AIT Laboratories, she assumed responsibility for shaping the company brand and increasing sale opportunities.

Katie is a 2007 graduate of Indiana University Purdue University Indianapolis and earned her MBA in 2012 from Indiana Wesleyan University. Katie is active in the community with past involvement with Hendricks County Regional Hospital and as a personal tutor. Katie enjoys traveling, the arts, gardening, cooking and leisure walks with her eight year old cavapoo, Joey.

*Jeremy York, SPHR, SHRM-SCP*

**InvigorateHR**

Lead Consultant and President

2434 Delaware Street

Indianapolis, IN 46205

[jeremy@invigoratehr.com](mailto:jeremy@invigoratehr.com)

If you want your company to succeed, you have to put into place strategies that allow your people to succeed. As founder and president, Jeremy ensures that InvigorateHR does just that. Through his leadership, InvigorateHR develops and delivers client-specific solutions that are tailored to meet clients' needs and enhance their business.

Jeremy has nearly 15 years' experience in human resource strategy and operations. Holding various HR leadership roles, he has worked with and advised all levels of management on critical business and people-related issues. These items include HR strategy, performance management, strategic planning, talent management, and so on.

Jeremy's expertise in defining and understanding the "big picture" enables him to translate business needs into tangible solutions. With his guidance, organizations have improved employee relations, increased performance, and developed cultures based on mutual trust and respect.

#### Education and Certifications

- Master of Science in Management, Indiana Wesleyan University
- Bachelor of Science in Organizational Leadership and Supervision, Purdue University
- Certified as a Senior Professional in Human Resources (SPHR) by the Human Resource Certification Institute
- Certified as a Senior Certified Professional (SHRM-SCP) by the Society for Human Resource Management

#### Professional and Community Involvement

- Director-Elect, Indiana State Council of SHRM
- Past Director of Certification, Indiana State Council of SHRM
- Past President, IndySHRM Board of Directors
- Member of the Society for Human Resource Management (SHRM)
- Adjunct faculty member for the Department of Organizational Leadership and Supervision in the Purdue School of Engineering and Technology at Indiana University--Purdue University Indianapolis (IUPUI)
- Speaker at SHRM chapters and conferences